

# Facebook **LIVE** MARKETING

Presented by “The Deal”

## Training Guide

**Cash in With Facebook Live  
Money Machine**

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## Introduction

Since it launched last August and became available to all users this January, Facebook Live has quickly become a game changer. Media companies like CNN, Viacom, the New York Times, and Buzz Feed have used Live to experiment with new video formats and expand their audiences.

Facebook isn't the first social platform to debut a live streaming feature. Periscope and Meerkat broke ground in early 2015; YouTube has supported live streams for years; and Amazon built a massive live gaming community through Twitch. Nevertheless, Facebook Live, in particular, holds a clear appeal for brands.

Many brands have already carved out a chunk of the social network's massive user ship. Now they can easily share Facebook Live videos with fans, friends, and followers without having to build a new audience from the ground up.

Facebook is also sweetening the pot with helpful capabilities such as live events, two-person broadcasts, comment feeds, and filters. And they might launch mid-roll ads soon, which could give brand an alternative revenue source.

Given these benefits, many businesses – from auto manufacturers to makeup companies – are using Facebook Live to grow their audiences. Brands that are new to live streaming, however, might be wondering how to plan and launch a successful Facebook Live video.

We've created a comprehensive guide that covers everything you need to know about Facebook Live Marketing.

Let's get started!

## Chapter 1

# Facebook Live: An Overview

### What is Facebook Live?

Facebook Live is the social network's live-streaming video functionality. Users can broadcast live videos using only their smart phones. It's available to all Pages and profiles on Facebook for IOS, Android, and the Facebook Mentions app. additionally; live broadcasts can be streamed in Facebook groups and events.

When the network first introduced live video in August 2015, the feature was limited to Facebook Mentions, an app available to public figures such as celebrities, athletes, musicians, politicians, and other influencers.

Then in December 2015, Facebook began to make the feature public, releasing it to a small subset of users in the U.S. and verified Pages, then to the rest of the country at the end of January 2016. It became available outside the U.S. at the end of February 2016. Facebook has since introduced a number of live video features.

### Why live video matters so much for marketers?

To truly understand why live video is a big deal, you have to look at the ever-increasing prominence of social video.

While video has always been popular online, the dominance of social media and the rise of mobile usage have all but ensured social video's position as the reigning monarch of content. Users continue to produce—and watch—more video at greater rates than ever before.

- **What you should know about social video:**

- One-third of all online activity is spent watching video
- Online video streaming will grow to more than 80 percent of all consumer internet traffic by 2020, according to predictions from tech company Cisco
- 92 percent of mobile video consumers share videos with others, according to strategic consulting and digital business firm Insivia

- **What you should know about Facebook video:**

- Native Facebook videos get more organic reach—that is, they're seen by more users, even without promotion—than any other type of content (a whopping 135 percent more than photos), according to Social bakers
- Users watch 100 million hours of video on Facebook every day
- Facebook boasted 8 billion video views daily as of November 2015 (the last time the platform released video numbers)—double the amount it had in April of that same year

Beyond the popularity of social video in general, Live video brings with it specific benefits.

- **What you should know about Facebook Live:**

- People comment 10 times more on Facebook Live videos than on regular videos.
- The average time people spend watching Live videos is more than three times longer than video that isn't live.
- One in five Facebook users watches Facebook Live.
- People in more than 60 countries can share Facebook Live video.
- More than 50 percent of people watching live videos are using Android devices.
- Facebook has invested heavily in Live video. The platform has signed as many as 140 contracts with media companies and celebrities to produce Live videos—including the likes of the New York Times, Buzz Feed, comedian Kevin Hart, and chef Gordon Ramsay—paying a total of \$50 million.
- It's fast—for the final 2016 presidential debate, a study by media streaming service provider Wowza found that Facebook's live-stream had the lowest latency, beating out

satellite and cable for some viewers and delivering its stream at an average 13-second delay (as low as seven seconds for some viewers)

- The previous record was held by Buzz Feed's exploding watermelon video, which garnered more than 800,000 simultaneous viewers while it was streaming live and has since racked up a grand total of more than 10 million views—#watermelon even ended up trending on Twitter. And of course, when it comes to that most critical of Facebook marketing elements—organic reach—live video can be a huge help.

Facebook considers Live video a distinct content type from other video shared on the platform. This distinction is important for brands because it means that the Facebook algorithm treats native video and Live video differently, with Live videos more likely to appear higher in News Feed while they're live.

Facebook Live video also has its own notification system. The network explained that when someone goes Live: "People who frequently engage with or have recently interacted with a person or Page going Live may receive a notification." This feature gives greater prominence to live videos and helps keep brands who broadcast top-of-mind.

And let's not forget expectations for live video. While viewers expect social video to be polished, audiences often enjoy the opposite in Live video.

In other words, there are plenty of good reasons to give Facebook Live video a try.

## A. Facebook Live: Features

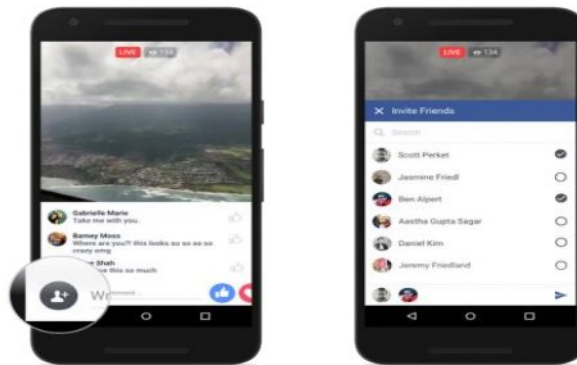
Not only does Facebook Live give brands access to an immense audience—potentially the entirety of Facebook, which currently boasts 1.13 daily active users—it also offers a range of features.

- **Notifications**

It has its own notification system. By default, users' live video notifications are set to 'on'. People who frequently engage with or have recently interacted with a person or Page going Live may receive a notification.

- **Invite friends**

When a user is watching a broadcast, they can choose to send an invitation to a friend to watch with them. This option is available from within the live video.



*Image via Facebook.*

- **Maps**

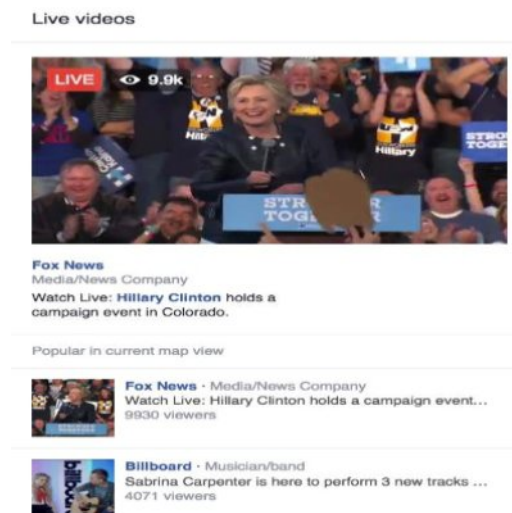
The map displays all live broadcasts currently happening around the world, each one represented by a blue dot, with larger dots indicating more popular broadcasts. Hovering over a dot pulls up a preview of the stream, including a counter showing how many people are currently watching it, and a timer showing how long the broadcast has been playing. Users can choose to zoom in to explore broadcasts in more specific areas.



*Image via Facebook Live Map.*



Additionally, a panel to on the left side of the screen features a list of the most popular current live broadcasts. As with the dots, hovering over one shows both where the broadcast originated and where people are streaming it from.



*Image via Facebook Live Map.*

- **Live Reactions**

Facebook users can, of course, react to any post on the platform using the six emoji-like Reactions to highlight their response. But Facebook Live takes things one step further, by allowing a broadcast's audience to react to the video stream in real-time, with Reactions appearing on the video itself as they're clicked by the audience.



*Image via Facebook.*

- **Filters**



Broadcasters have the option to add a filter to their live stream. There are five options to choose from.



*Image via Facebook.*

#### **To add a filter to live video:**

- Begin recording a broadcast
- Tap the magic wand icon
- Scroll left to view all filter options
- Tap a filter to select it

It's important to note that you will be live while selecting a filter.

- **Masks**

In addition to filters, broadcasters can now also experiment with Snapchat-like masks during their live-stream. Introduced on October 27, 2016, masks are available on iOS to broadcasters in the U.S., U.K., and New Zealand.



*Image via Facebook.*

### **To use a mask in live video**

1. Tap the Live video icon to begin recording a broadcast
2. Once live, tap the magic wand icon
3. Select the masks icon in the creative tools tray at the bottom of the screen
4. Scroll through the options and tap on masks to have them automatically appear on your face
5. To remove the mask, scroll to the far left and tap the no mask option

It's important to note that you will be live while selecting a mask.

- **Facebook Live API**

The Facebook Live API allows broadcasters to “seamlessly incorporate Live into their existing broadcast setup.” This means that publishers who have more sophisticated equipment have the option to broadcast from a professional camera and audio setup rather than streaming Live video from a mobile device.

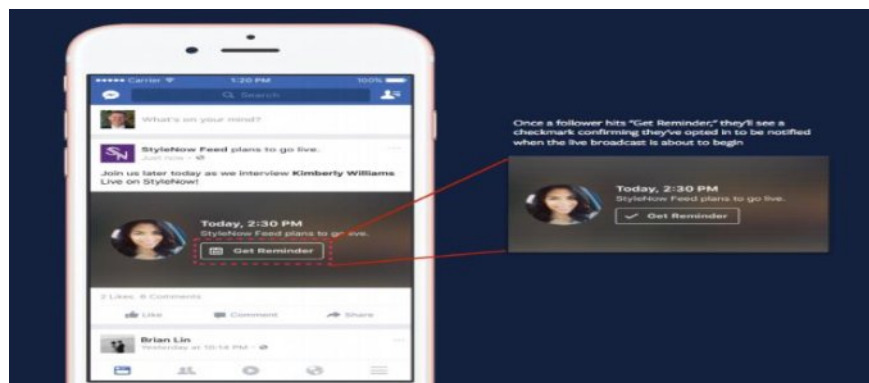
The Live API also enables features like camera switching, instant replay, on-screen graphics, and special effects. Using the API, publishers also have the ability to stream other sources, like games or screen casts.

- **Continuous Live streaming**

Through the Facebook Live API, it's possible to broadcast continuous live video. This is a tad more complex to set up than the average live video broadcast, but offers a great option for users who may want to showcase a constant live feed, such as a museum or zoo.

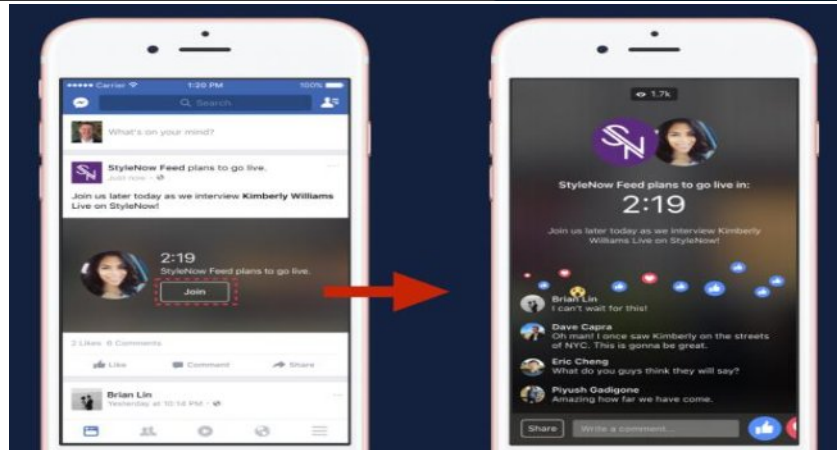
- **Schedule Live broadcasts**

Using the Facebook Live API, publishers can schedule Live broadcasts in order to build up an audience before they begin streaming. When a publisher schedules a live video, an announcement will be posted to News Feed letting their fans know the broadcast is coming.



*Image via Facebook.*

Users who see the post can choose to receive a one-time notification that will remind them shortly before the broadcast begins. Fans can then join a pre-broadcast lobby where they can connect and interact with other viewers before the live video starts.



*Image via Facebook.*

Publishers can schedule live broadcasts up to one week in advance and audiences can join a lobby three minutes prior to the start of the broadcast. Another bonus? Once publishers have scheduled a live video, they're able to share a link to the broadcast or embed it in other places, such as websites or blogs.

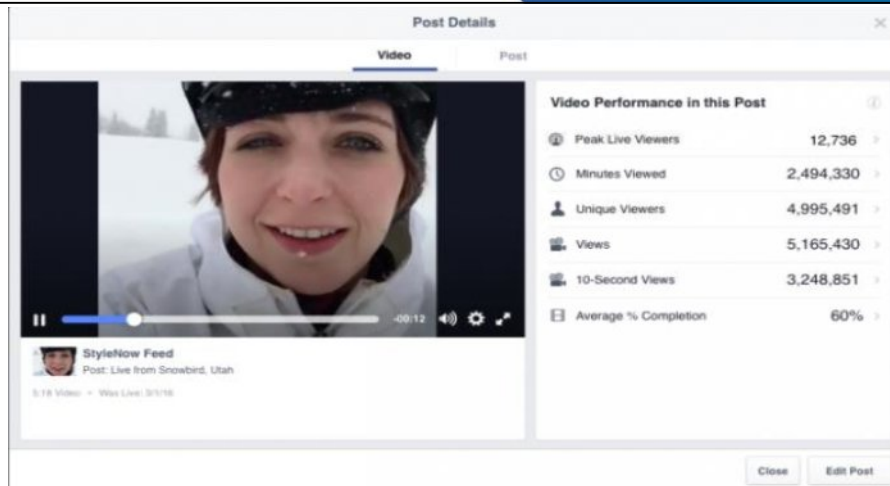
- **Ability to share in a group or event**

Facebook Live video can be broadcast from a Facebook profile and Pages. It can also be shared directly in a Facebook group or event, giving users plenty of live-streaming options.

- **Metrics**

For Pages, Facebook offers several different metrics to measure the success of their live video broadcasts.

In addition to the metrics available for video through Facebook Insights—video views, 30-second views, top videos, demographic breakdown of minutes viewed, viewer engagement, and more—Facebook provides two Live video-specific metrics – Peak Viewers and viewers during live broadcast



- **Ad Breaks**

In August 2016, Facebook began testing mid-roll video ads in Facebook Live. Facebook has started allowing publishers to insert short ad break in their Facebook Live videos.

## Chapter 2

# Facebook Live Marketing Predictions for 2017

If the Facebook changes in 2016 are an indicator, 2017 will be an interesting year for Facebook marketers. Lets find out whats in store.

### **#1: Paid Ads Come to Facebook Groups**

Facebook will introduce paid ads for groups. As we move away from pages toward groups, Facebook will reduce the reach. It's a perfect opportunity for Facebook to grow an additional advertising revenue stream.

### **#2: More Post production tools to be added in the Fb Live toolkit**

Their tools for live video continue to evolve as well. With scheduled live videos, broadcasting from desktop, and trimming finished videos for better replays all slowly rolling out, this is just a step toward Facebook's overall video strategy.

Expect to see more studio editing and post-production tools offered to Facebook Live users with the app and on desktop. Facebook's goal is to provide content creators with the tools they need to create professional and polished content that will receive many replays.

### **#3: Facebook Launches Its Own Cable TV Network**

Facebook is expected to either purchase a major television network or start one of its own from scratch. They'll target a high-profit niche like sports or consumer goods.

### **#4: Facebook Live Embraces Advanced Third-party Tools**

Facebook Live is about to grow up. More advanced third-party tools will evolve to improve the quality of shows, integrate marketing functionality such as calls to action, and allow better community engagement opportunities.

Additionally, Facebook has announced that monetization of live video is coming! This means ads will be integrated into live video just as they are on YouTube, giving marketers an opportunity to monetize streams.

## **#5: Facebook Video Analytics Become Crucial**

In 2017, we'll see marketers demand greater transparency around their Facebook video and live video analytics.

With more brands paying to advertise, produce, and distribute video, it's time for platforms, agencies, publishers, and influencers alike to start sharing more data.

## **#6: Facebook Live Video Improves Brand Discoverability**

Great video content, streamed on Facebook, provides a discovery opportunity that no other platform could dream of. Producing live content for an audience that wants to consume it is the most powerful marketing opportunity in 2017. Discovery is back and smart marketers will leverage it.

## **#7: Facebook's Video is Monetized**

**In 2017, Facebook is going to — you guessed it! — reward more video.**

Facebook looks to be moving toward a video-first position. More video equals more reach. More reach equals more engagement. More engagement equals brand loyalists. Brand loyalty equals more money. And we all live in a capitalist economy where more money is a good thing.

## **#8: Facebook Pushes 360 & AR/MR Content**

Facebook will continue to push for live video to become mainstream among its users worldwide, but most importantly they'll roll out live 360-degree video to everyone. More people will start sharing their photos and videos in 360 on Facebook.



The company will launch a social VR app or an addition to what they already offer, further pushing users toward VR as this technology starts to become somewhat more affordable and It'll be crucial for marketers to understand VR/ AR better as we move away from creating content in 2D toward content that's fully immersive, sometimes in 360 and sometimes augmented digitally.

### **#9: Third-party Facebook Live Tools Evolve**

As Facebook Live becomes easier and more mainstream, marketers will need to focus on higher quality with more professional broadcasts.

There's no question that Facebook is pushing their live video platform hard this year. Many cities around the world are plastered with ads for Facebook Live. As well as broadcasting from your smartphone, Facebook has rolled out to many the ability to broadcast from your desktop through the Facebook website.

This could involve using broadcasting tools such as OBS Studio or Wirecast to broadcast to Facebook Live.

This will allow marketers to:

- Use their own branding including watermarks and lower third graphics.
- Interview guests and share their screens.
- Produce webinars and how-to videos.
- Broadcast live events with higher-quality audio.
- Use emerging technologies such as Facebook Live 360 and Facebook Live Audio.

### **Conclusion:**

As the platform continues to further expand its local search credentials, it will develop a more intuitive, trustworthy, and dependable ratings-and-reviews service that has real potential to disrupt Yelp's presence in the market, particularly among small businesses. Facebook will do this by mining its deep knowledge of its user data, providing a mechanism to check the authenticity and veracity of specific review content.

Because of Facebook's expansive reach, all of these tools will capture rapid market adoption by both consumers and businesses. This may finally solve the current crisis with ratings-and-reviews content: trustworthiness.

## Chapter 3

# Getting started with Facebook Live

If you've never tried video or live video, or even if you tried out a service like Periscope or Meerkat, and it wasn't quite right, investigate Facebook Live.

Your brand probably already has a presence on Facebook, which means no additional app to set up. It's also super easy to get started -- all you need is your smart phone.

### A. Developing a Facebook Live Plan

Before you jump on the Facebook Live bandwagon, you should understand why it's such a unique medium and how it can help you better market your brand.

Sure, there are risks that come with broadcasting live to thousands or even millions of eyeballs, but a little planning can go a long way towards preventing a PR fail. Live video feels fun, spontaneous, and personable, which makes it hugely appealing for a brand's audience, but this isn't synonymous with lack of preparation.

Since audiences don't expect live streams to be perfect, brands can worry less about flawless sound, lighting, and scripts, and instead focus on capitalizing on trends and current events.

## 1. Define Your Goals for Using Facebook Live

Start by reviewing the goals for your company, marketing department, and social media strategy. Ask yourself:

- Do the benefits of live streaming align with what I'm trying to achieve this year, both at a company-wide level and specifically for my marketing department?
- Will live video get me closer to the ideal state of marketing that I've laid out with my team?
- What results – such as views, shares, or conversions – would make live streaming worthwhile for my brand?

Once you've determined exactly how live video supports your marketing and social media strategies, along with the goals you want to achieve through live streaming, it will be much easier to design your first Facebook Live campaign.

## 2. Select the Right Approach for Your Facebook Live Video

Facebook Live video can take many forms and be used for a variety of purposes, such as Q&As, product demonstrations, behind-the-scenes event coverage, and games and challenges. To figure out what's right for your brand, brainstorm three to five different types of live videos you might want to create.

Here are some tips to get you started:

- **Create live content** that feels informal, natural, and unrehearsed. If someone is talking directly at the camera, it shouldn't seem like they've memorized a script; the dialogue should feel ad hoc and spontaneous.
- **Determine whether you want to incorporate audience participation** into your live video. For example, if you livestream an interview or an event, there might not be an opportunity to respond to viewer feedback. However, if you're running a more casual Q&A, you can take questions from the comments.

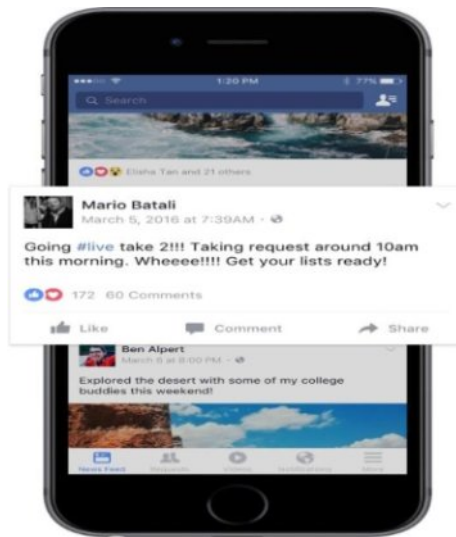
- **Accept that the outcome of your livestream won't be 100% predictable.** At first, it might be best to veer away from topics that are sensitive or controversial (unless that's what your brand is about).
- **As the saying goes, work smarter, not harder.** Take an inventory of the events your company already has scheduled and think about which ones would make for good live video. For example, do you already have a star client stopping by the office to talk to your CEO? If so, perhaps you can film something with them while they're there.

No matter what industry you're in, your brand can generate content that's conducive to Facebook Live. Keeping in mind that imitation *is* the sincerest form of flattery; peruse the social network to find inspiration from other brands that are already livestreaming.

### **3. Promote Your Facebook Live Video before You Broadcast**

It's a good idea to publish at least one post with the time and date of your broadcast before you go live. In fact, this is the number one tip on Facebook's list of advice for using Live; they say that a day's notice is the perfect amount of time.

This helps generate anticipation for your video and can boost the number of people who tune in when it's go time. Facebook also recommends reminding your audience to tap the Follow button on live videos so that they can get notifications the next time you broadcast.



You can also use Facebook’s interest-targeting capabilities to boost the reach of your announcement, ensuring that more people who fit your target demographic see your live content. Lastly, if you have a strong following on other social channels, like Instagram, Twitter, or Pinterest, consider cross-promoting your upcoming broadcast there as well.

#### **4. Set Up the Right Equipment for Your Facebook Live Video**

At first, Facebook Live video was shot exclusively on mobile, with support for IOS and Android. Facebook has since made the Live API publicly available, which means that broadcasters can now live stream from standalone cameras and even drones. They can also mix multiple video and audio sources and incorporate special effects – all while live streaming.

At the very least, make sure that your sound and lighting are good enough for people to enjoy the video and stick around to watch the whole way through.

**Pro tip: Do a quick non-live test video on your mobile phone to check these technicalities.**

Often, the narrator moves from one place to another, so a tripod isn’t necessary. But if it’s a live stream where the speaker or subject stays in one place, you might consider using one to stabilize the camera.

Finally, and perhaps most importantly, make sure you have a strong Wi-Fi connection and a good 4G signal (in case you're Wi-Fi suddenly goes out). Also, double-check that your I-Phone or Android battery is fully charged and that you have additional batteries for backup.

## 5. Designate Someone to Monitor Comments

If you have a large audience tuning into your live video, it can be difficult to catch every comment coming in, and you might miss a great opportunity to interact with your viewers.

With a tool like Sprinkler, you can make sure someone keeps an eye on all of these interactions and routes them to the appropriate person. For instance, some comments might be shared with the presenter so she can address them live, while others are passed along to a customer service representative.

## B. How to use Facebook Live?

Live broadcasts can be identified by the red icon in the top left-hand corner of the video. The word "Live" will be written next to the icon, along with the number of current viewers.

### 1. How to start a Facebook Live broadcast:

- Tap on **Update Status**
- Select the **Live Video** icon
- Write a description
- Choose the audience you'd like to share with
- Go live

During the broadcast, you'll see the number of live viewers, the names of any friends who are tuning in, and a real-time stream of comments. Once you've ended your broadcast, the post will save to your Timeline like any video.



*Image via Facebook.*

**Live broadcasts can be up to 90 minutes long.**

## **2. How to schedule a Facebook Live broadcast?**

- On your Page, go to **Publishing Tools**
- Select **Video Library** and then **Live**
- Copy stream credentials, such as stream key and server URL
- Write your announcement post
- Finalize your scheduled Live broadcast
- Click **Schedule**

For more information and detailed step-by-step instructions, check out **Facebook's guide to scheduling a live video**.

## **3. Where to find Facebook Live broadcasts to watch?**

There are several ways to discover Facebook Live videos. The simplest is, of course, clicking on one in your News Feed. If there's a particular broadcaster you enjoy, you can tap the **Follow** button while watching one of their videos to receive a notification next time they go live.

You can also choose to receive notifications from Pages you follow. By default, this setting is set to on.



#### 4. How to turn notifications on or off?

1. Click the drop-down arrow in the upper right-hand corner of the screen
2. Select **Settings**
3. Click **Notifications** on the left-hand side of the screen
4. Click **On Facebook**
5. Scroll down to **Live videos**, then choose your desired setting from the three options in the dropdown: **On**, **Suggestions off**, and **All off**

Another way to find live broadcasts to watch is via the Facebook Live Map, which displays all live broadcasts currently happening around the world.

## Chapter 4

# Best practices for using Facebook Live for marketing

Facebook offers several tips and best practices for using Facebook Live on their media site.

### 1. Plan your broadcast

Before you begin streaming, ensure that you've taken some time to think about what your broadcast's about, what you want to say (or do) in it, and why it makes sense as a Live stream as opposed to some other format of content.

### 2. Let people know when you're going to broadcast

Obviously you'll want to post about your upcoming broadcast on Facebook, where you can encourage people to subscribe to your live videos. But you can also promote your

stream on your other social channels. Just make sure you're clear about where and when people can tune in!



Image via Twitter

The Facebook Live API makes this even easier by giving publishers the option to schedule broadcasts and share a link to their stream ahead of time.

### **3. Make sure you have a strong connection**

It's important to make sure you have a strong signal before you begin broadcasting. While WiFi is ideal, if it's unavailable, a 4G connection works well.

For best results, check your internet speed prior to beginning your broadcast using the Speedtest app, available in the App Store and Google Play.

### **4. Write a compelling description before going live**

Your description tells people what your video is about. A good one captures the audience's attention and a bad one—or worse, none at all—makes it all the more likely they'll keep on scrolling.

Use your description to tell a story. Give context about what your broadcast is about and be sure to make it clear why people would want to watch.

### **5. Tag your location**

Add your location to your live video so it shows up on the Facebook Live Map and gives you a greater chance of having it discovered by new viewers.

## **6. Ask viewers to follow you**

Getting audience members to subscribe to your live videos is the simplest way to ensure future viewers, because subscribers receive notifications every time you go Live. While broadcasting, take a second to let viewers know about the feature and tell them how they can subscribe to your videos.

## **7. Respond to comments**

As with any kind of social content, engagement is key on Facebook Live video. Facebook recommends saying hello to commenter's by name, then responding to their comments.

## **8. Broadcast for longer periods of time**

The longer you continue your broadcast, the more time people have to discover your stream, watch it, and invite their friends to join in.

Facebook recommends going Live for at least 10 minutes. The maximum time limit for a broadcast is 90 minutes, so beyond that, the length is up to you.

## **9. Show exclusively live content**

While it's possible using the Facebook Live API to insert previously recorded video into your live stream, Facebook recommends showing exclusively live content during live videos.

## **10. Be creative**

The more often you go Live, the more likely you are to stay top-of-mind. Try out different types of broadcasts to see what resonates with your audience. And don't be afraid to get creative with your stream.

### **11. Pick the Right Hash tags**

Hash tags are a great way to get more eyes on your content, but they must be relevant and used sparingly, as you don't want your clever description to be drowned out by a sea of symbols.

For example, if you're live streaming recipes for a Super Bowl party, you could use #super bowl or even #superbowlrecipes. Marketing experts suggest choosing one or two that are most relevant to your content.

### **12. Consider Visuals & Sound Quality**

When choosing where to host your live stream, pay close attention to the sound level of your surroundings and do as much as possible to avoid ambient noise (unless you're live streaming a big event where noise is part of the fun!). If you're doing a Q&A or an interview, choose a private location; you don't want to be interrupted by someone walking into the room and accidentally photo bombing your video.

When it comes to framing and composition, your backdrop should be colourful and interesting but not so distracting that it takes the attention away from your host.

If you really want to take your Facebook Live game to the next level, it's now possible to broadcast from other devices besides mobile, like standalone cameras and even drones. Facebook will even let you mix multiple video and audio sources and incorporate special effects.

### **13. Find Your Place on the Map**

While conducting a public broadcast, your live video will appear on the Facebook Live Map for desktop users to see. This is another way to drive engagement, allowing viewers to find your video geographically or stumble upon it while using this interactive

feature. If you run a local business, you can also check out what kinds of videos people near you are creating.

**Pro tip:** If you're running a live video, the map can show you where your viewers are watching from, so you can get a better idea of who you're reaching, and potentially even adjust your presentation accordingly.

#### 14. Play Around with Facebook Live Filters

If #nofilter isn't for you, Facebook Live offers several Instagram-style filters to give your broadcast some pop. Adding to its arsenal of filters, the social network also recently bought MSQRD, a face-tracking app that can plant different virtual masks on your face, sort of like Snapchat does with its popular puppy filter.



[Image Source](#)

#### Conclusion:

When you're ready to wrap up your video, don't forget that it will live on even after you're done streaming. (That is, unless you choose to delete it from your Page.) So remember to remind viewers when and how they can see your videos, and even direct them to your website or Facebook page for more information.

Also, be sure to check back on your comments, as new viewers might contribute to the conversation later on. Your commitment to hearing them and considering their

feedback could go a long way – in their eyes and with Facebook’s engagement-based algorithm as well.

## Chapter 5

# How to Increase Your Facebook Live Video Reach?

Monitoring the reach and engagement of your Facebook Live broadcasts lets you see what’s working and what you need to do to improve your results.

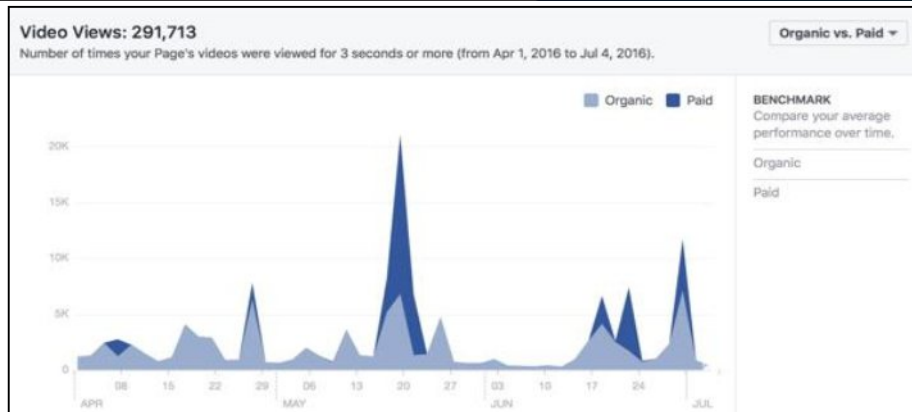
Here you’ll discover tips to improve the reach of your Facebook Live video broadcasts.

### Measuring Impact

To get the most out of your Facebook Live videos, you need to know what works. Here’s how to find your video data, understand it, and improve on your video metrics.

#### 1. View Live Video Summary Data

To view your video stats, go to your Facebook business page and click on Insights at the top. Then in the left navigation, select Videos.

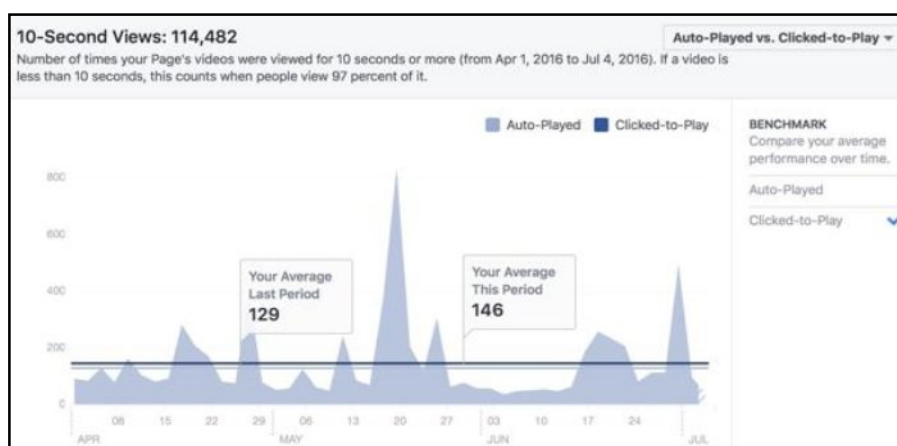


Review a summary of your video stats.

On the right, you'll see charts with your video views. If you want to change the date range, enter the dates in the Start and End boxes.

You can **also** choose from three options to filter your stats: Organic vs. Paid, Auto-Played vs. Clicked-to-Play, or Unique vs. Repeat. For both total views and 10-second views, you can benchmark to compare your average performance over time in each of these three areas.

Below total video views, you'll see a chart with your 10-second video views. A video view in the news feed is just 3 seconds (whether the video is auto-played or clicked-to-play). However, Facebook shows page admins stats for views of 10 seconds or more.



Hover and then click anywhere on the charts to see additional details.



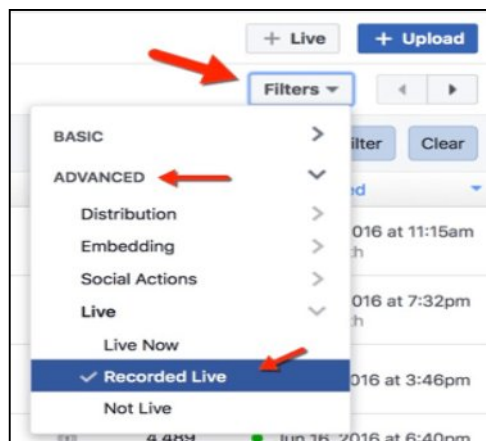
Overview metrics are helpful to **see** which days are good for your video posts, as well as to compare which types of actions led to video views.

## 2. Look at Insights for Individual Videos

To get specific stats for a video, page down on the same Insights page. They'll be listed by most popular video.

Click Video Library to see stats in reverse chronological order. (You can also get to your Video Library section by clicking on Publishing Tools at the top of your page.)

Note that you can use filters that are Basic (Title, Description, Views, Date Created, or Video Tags) or Advanced (Distribution, Embedding, Social Actions, or Live). To see all of your Facebook Live videos, go to Advanced > Live > Recorded Live.



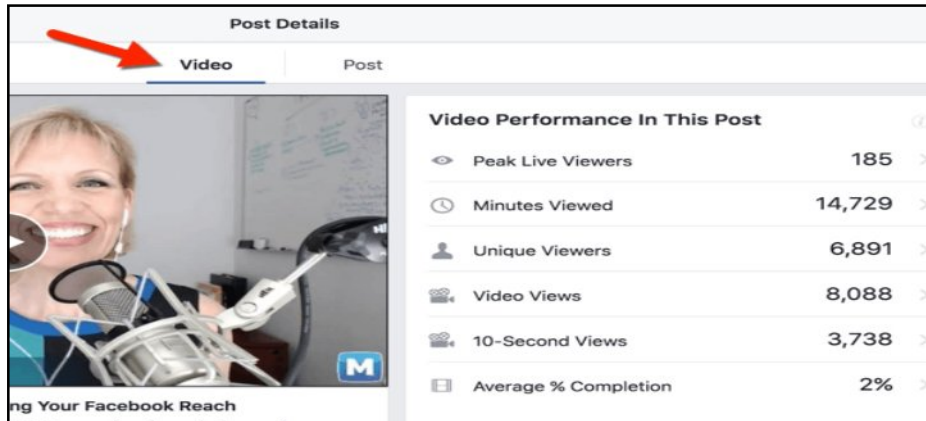
Navigate to your Live videos to view a list.

Select the video you want to review, and go through the stats for Video Views and Post Views.

A quick and easy way to review stats for each video is simply to go to the video on your wall and click on the reach number. A Post Details report card pops up with two tabs: Video and Post.

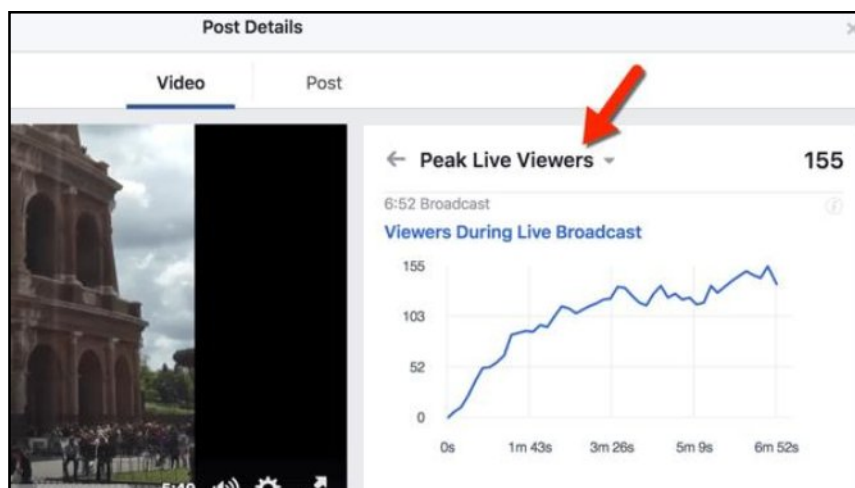
- **Video Views Tab**

The Video Views tab tells you Peak Live Viewers, Minutes Viewed, Unique Viewers, Video Views, 10-Second Views, and Average % Completion. Remember, a video must be watched for at least three seconds to be recorded as a view.



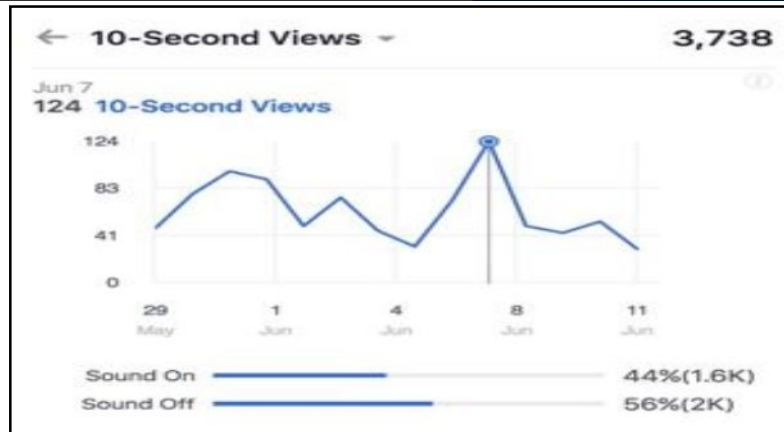
The Video Views tab offers insights on video performance.

Select any of this data for more information. For instance, Peak Live Viewers will tell you at what point in the broadcast you got the largest audience.



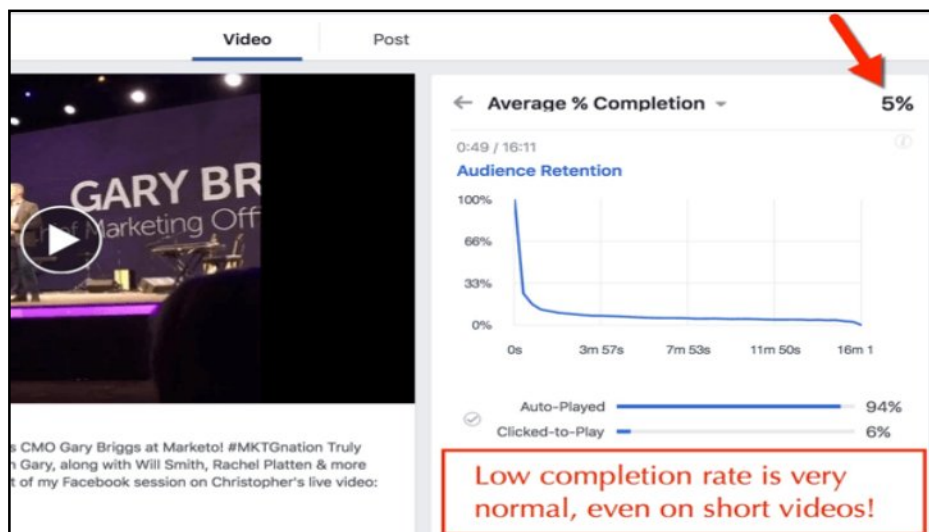
See at what time you had the most viewers for your Live broadcast.

Ten-second views shows how many people have watched 10 seconds or more of your video on any given day. The stat is divided by people who watch with the sound on versus the sound off.



Also review 10-second video views.

While you obviously want a high completion rate, a low completion rate is actually normal, even on short videos.



A low completion rate is normal for video views.

If you get a high completion rate (even 25% is high), take note of that broadcast. You can also see what percent is auto-played as opposed to clicked-to-play.



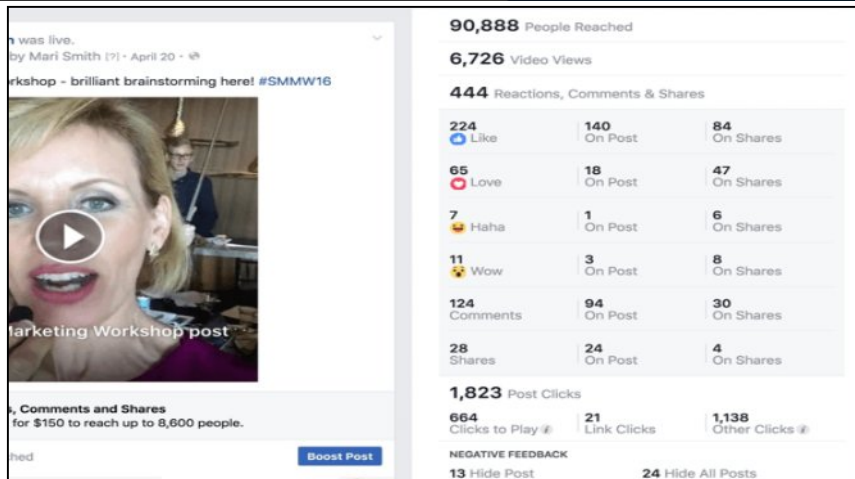
Twenty-five percent is an above-average completion rate.

Use this data to see which topics and specific videos have the most consistent viewership, and also to mark at what point viewership drops off. These insights will help you plan future Live video broadcasts.

- **Post Views Tab**

On the Post Views tab, you can see Reach, Video Views, and Engagement (Reactions, Comments, and Shares). You can also view Post Clicks, divided by Clicks to Play, Link Clicks, and Others.

Negative Feedback (Hide Post, Unlike Page, etc.) is also in this section. Keep in mind that it's perfectly normal to have negative feedback on your posts. In fact, the higher your reach, the more negative feedback you'll get. As long as your negative feedback is 1% or less of the total reach, you should be fine.



Look at engagement stats on the Post Views tab.

If you haven't already done so, you can also reply to comments in the Post Views tab.

As with the Video Views tab, assess the information gathered in this section to **see** which types of videos got the best reactions and engagement. Then use that information to determine topics, calls to action, and other content when you're planning new Live video broadcasts.

Now that you know where to find your metrics, here are some things you can do to increase reach and engagement after the fact.

## Improving Impact

The best way to improve the impact of your Facebook Live videos is to be clear about your mission before you go on air.

First, decide what you're broadcasting, whether it's a how-to, a fitness video, behind-the-scenes peek, a Q&A session, or something else.

Next, determine what you want to accomplish. Are you looking for new customers, leads, publicity, email subscribers, or page likes? Then figure out where to send people, such as a landing page, business page, or other social network.

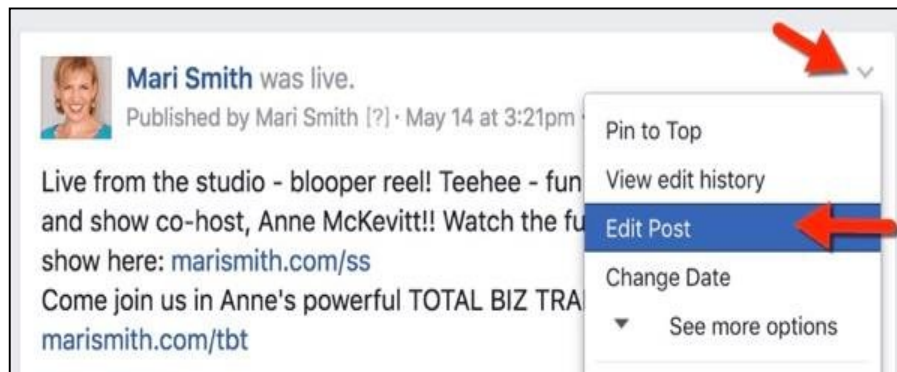
If you have a plan in place, you have a greater chance for success. Here are a few more things you can do:



## Optimize Your Live Video Posts

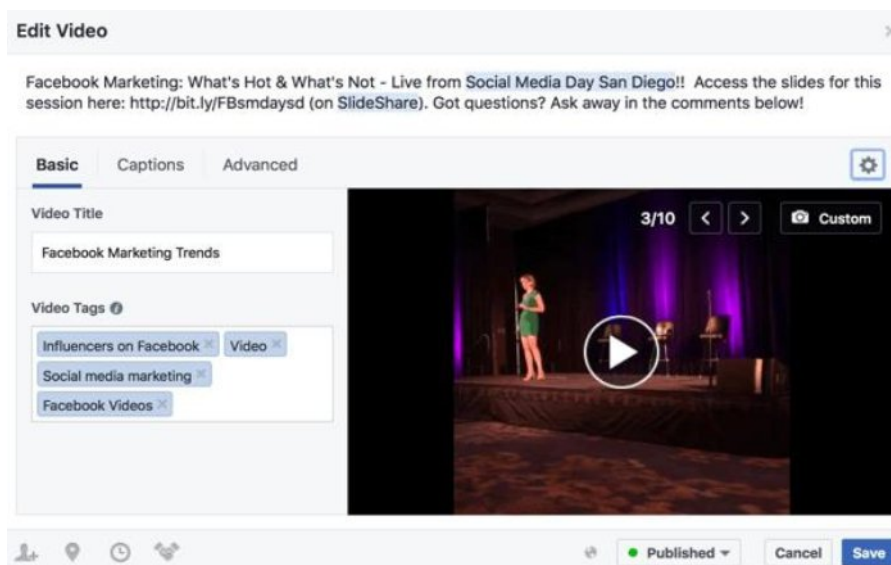
To increase engagement for live videos after the fact, make sure the description is the way you want it, and add a call to action.

To get to the edit screen, click the gray down arrow in the top right of the post and click Edit Post.



Click on the down arrow and select Edit Post from the menu.

After your Live video, ensure you have a short, compelling title; flesh out the description further (if needed); and include a call to action with URL. Also, add video tags. These tags aren't displayed to the public, but they may help your video be more discoverable, according to Facebook. Eventually, video on Facebook, including archives of Live and playlists, will be much easier to search, just like on YouTube.



Note that Facebook used to provide a separate field where you could add a call-to-action button and third-party URL. However, this feature has been quietly removed.

Be sure to add your call to action with a link in the description above the fold (within the first few lines of description) to increase its visibility. Also, remember to ask your audience to share your video with their friends and fans. You should reply to all comments, even after your Live video is complete.



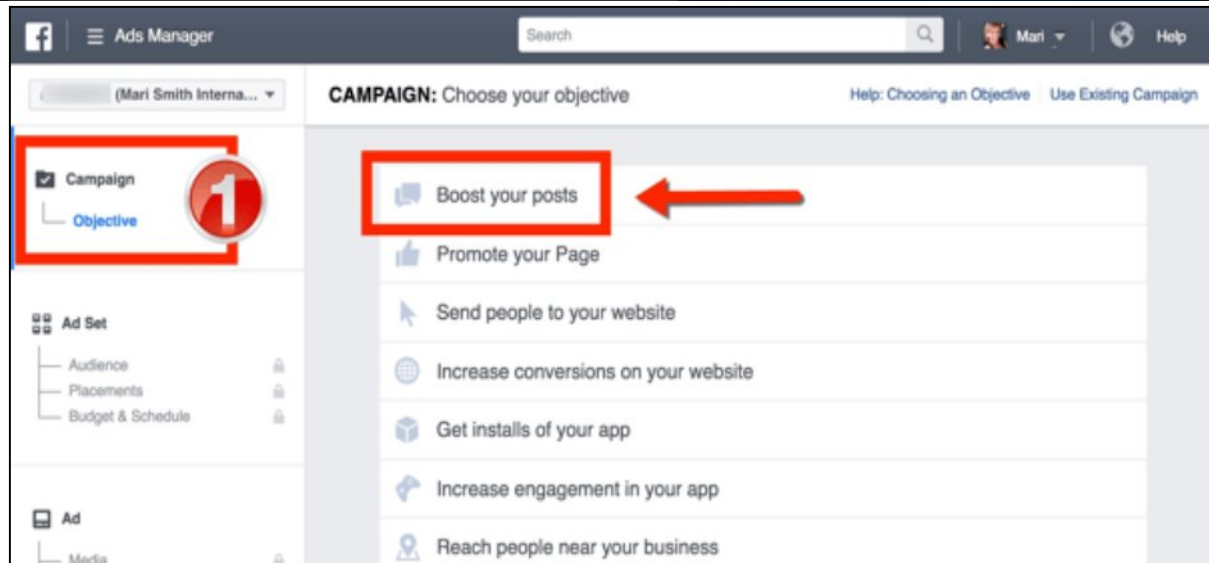
To truly measure the impact of a call to action, use a measurable link (Bitly or UTM code). Then review your analytics to see the results.

## Boost Your Live Video Posts

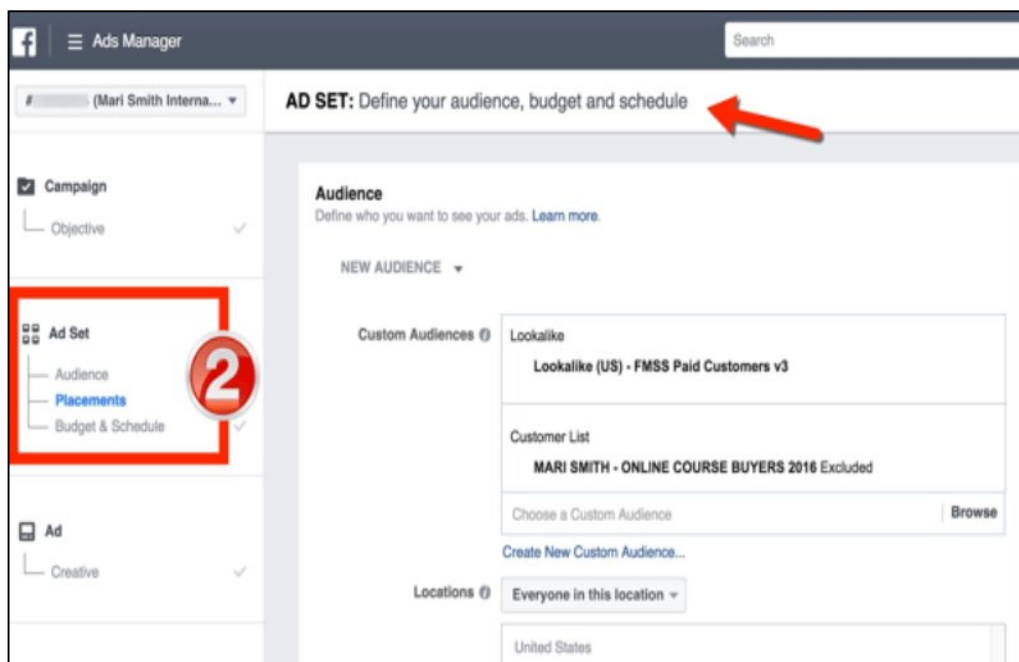
Another way to increase impact of your Live video is to boost it after you've ended the broadcast.

To get started, go to Facebook Ads Manager and select Boost Your Posts.

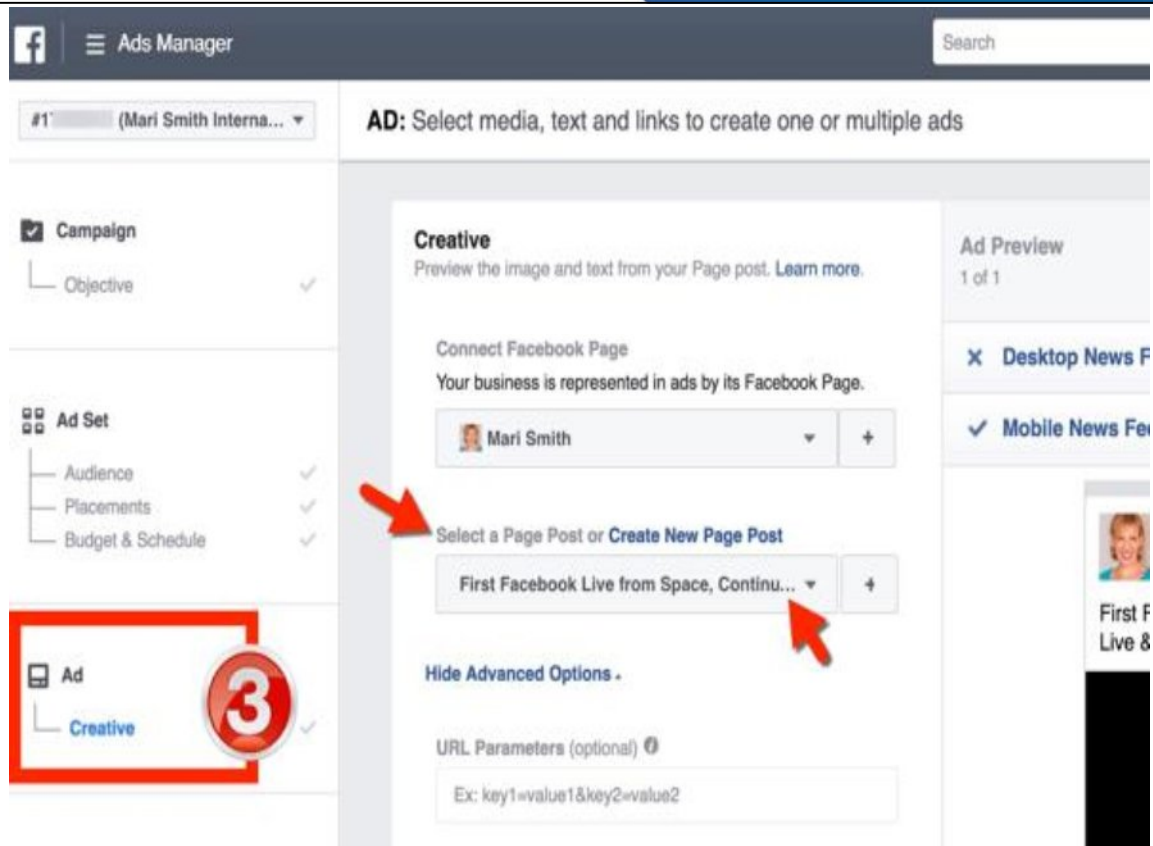




Next, choose your audience. Create custom targeting the same way you would any other ad.

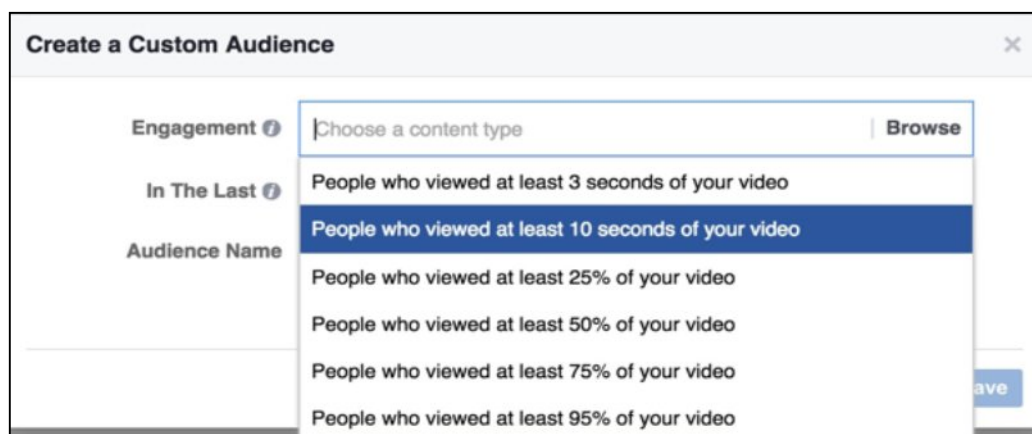


Then select your Live broadcast as the creative element.



Choose your Live video post for the boost.

Facebook just rolled out a new feature that allows you to create an Engagement custom audience **and** retarget your ad to people who have watched part of your video.



After you've run a few boosted posts (with a variety of targeting options), review overall video views, and then compare them to 10-second views, as well as completion rates of 25%, 50%, 75%, 95%, and 100%.

Also check engagement and reach to assess which boosted posts get the best response from your viewers.

### Other Ways to Increase Impact

- **Do short Live videos.** Try a 1- to 10-minute Live video broadcast. Short videos are great if you have an announcement, a distinct point to make, or want to show something briefly behind the scenes. When you broadcast shorter videos, you'll likely have more completions.
- **Reintroduce yourself on long broadcasts.** If you broadcast for longer periods of time, you may reach more people. Just remember to reintroduce yourself, share links, ask questions, and offer calls to action periodically.
- **Capture attention in the first three seconds.** If your video is in the news feed and on auto-play, the first three seconds make the difference between someone watching it and moving on to something more interesting.

### Conclusion

Facebook Live allows you to improve visibility while lowering the barrier between you and your audience. Live videos make you and your business more relatable, so you can develop relationships with current and future customers.

## Chapter 6

# Using Facebook Live for Your YouTube Channel

Facebook recently rolled out a feature that's actually a very exciting opportunity for YouTube vloggers. With Facebook Live, you can create a live streaming video that's broadcasted to your Facebook page audience as you film.

However, Facebook Live is an incredible tool, and it can help you engage with your YouTube channel's audience, increase your exposure, and grow your vlogging channel's brand without taking up a ton of time or energy.

So how can you use Facebook Live for your YouTube channel? Check out a few of our favorite ways to make Facebook's live streaming feature work for you.

### **1. Host a Question and Answer Stream**

Basically, you'll promote the Facebook live stream by letting your audience know when to log in and watch, and then during the stream you can answer questions that they ask in the page comments section. It's as easy as that! And you won't have to sift through all the questions you get before the Facebook live stream or leave anyone out who just found out about the Q&A the day of the stream.

This format also allows people to ask questions based on the flow of the live video and the questions that others are asking, so things will be much easier than a traditional YouTube Q&A video, too.

### **2. Create Live Vlogs for Your Audience**

You can also use Facebook Live to create real-time vlogs that are related to your channel but won't show up with any of your content on YouTube. This way, your Facebook audience will get exclusive content that's only available to them, which will provide incentive to stay up to date with your Facebook page, and will keep them coming back

for more content. This is a great way to get more of your YouTube channel's viewers to follow you on Facebook.

So what kind of content can you broadcast live? How about a live unboxing of a new product that you're going to review on your YouTube channel? You could even do a live beauty vlog, or stream from a popular tourist destination featured in your travel vlogs.

### **3. Collaborate With Other Vloggers on Facebook Live**

Collaboration is always a great way to grow your YouTube channel and bring more value to your audience, and it's a particularly great idea for Facebook Live. How much fun would it be to sit down with another vlogger in your niche and film a live Q&A video where the two of you give your perspectives and answer questions for your viewers?

You could do any number of types of live videos together, and cross promote them on your Facebook pages (just as you would with your YouTube channels), so you'll both get more exposure than you would on your own.

### **4. Take Viewers Behind the Scenes**

A behind-the-scenes Facebook live stream can help your audience get to know you, which is a big part of building a relationship and interest with your YouTube channel's viewership. One idea for this might include live streaming before you start filming your next YouTube vlog.

You can take your viewers through the items you'll be using, which products you'll be reviewing, and/or other topics and products that you'll be discussing in your vlog. It's a great teaser that can help build buzz before your YouTube content is uploaded, and it's live and interactive, so it's a lot of fun for your audience.

## **Conclusion**

These are just four of the many ways that we believe vloggers can use Facebook Live to interact with their YouTube channel's audience. Be creative, as there's a ton of different things you can do with the platform. Try your hand at live streaming content today and see how much fun you can have getting to know your audience and giving them a real-time peek into your world.

## Chapter 7

# Ideas for creating appealing Facebook Live Content

Facebook suggests a number of different ways to use Live. These are a few of the ones that are most relevant for brands.

### 1. Hot topics

When something's on everyone's minds, it can be worthwhile for your brand to dive into the conversation. Though, as with any kind of trend jacking—whether it's the holidays or the latest craze—it's crucial to only hop on board if what you have to say is relevant and useful.

### 2. Interviews and Q&As

The interactive nature of Facebook Live means the platform was practically made for Q&As.

All brands need to try out this format is a host, a willing and interesting guest, and a mobile phone or camera to broadcast with. The audience can join in and ask questions in the comments, making the experience interactive.

### 3. Breaking news

If you're a journalist, publisher, or other media organization, then you already know when and how to live-stream breaking news. But for brands, it's a little different.

Southwest Airlines used Facebook Live during winter storm Jonas to give a look behind-the-scenes at Operations Control, showing how they were coping with the weather and explaining what they were doing to help passengers whose travel plans were disrupted.

The notable thing about this stream is how Southwest approached the management of a PR crisis on social media by focusing on transparency and customer service. The video has accrued more than 89,000 views and over 2,700 likes.

#### **4. Performances and live events**

Whether it's a conference or concert, Facebook Live is a good home for events. It opens up the experience to a wider audience, broadening the scope of your event.

In July 2016, Target live-streamed the launch party for their new children's clothing line Cat & Jack. The broadcast was hosted by Zanna Roberts Rassi, senior fashion editor of Marie Claire and NBC Today show fashion contributor. The stream racked up over 1.2 million views.

#### **5. Behind-the-scenes**

Behind-the-scenes content is popular on a number of social channels, particularly when it comes to social video. Facebook Live takes things one step further by giving the audience the opportunity to interact, ask questions, and influence the direction of the broadcast in real-time.

#### **6. Demo**

Live can be a great way to show off your products and how to use them. Martha Stewart was one of the earliest adopters of Facebook Live, gaining access to the feature a month before most celebrities. She's shown that demo-style videos—whether they're cooking shows or a stream on how to properly iron a shirt—work well on the platform. The broadcasts regularly rack up more than 150,000 views.



## 7. Announcements and campaign launches

Going Live for a big announcement or the launch of a campaign can be a good way to build anticipation for whatever it is you plan to tell your audience. Be sure to tease the live-stream in advance and let fans know to tune in for some big news.

## 8. Series

If you have an engaged audience and it fits your marketing goals, one option to consider is creating a T.V. show-style broadcast that you run on a regular basis.

One brand that's gone the show-route is Outrigger Resorts. The tourism brand streams an #AlohaFriday Live broadcast every Friday, taking viewers to a different resort in the chain, showing off the locales, introducing them to employees, and answering audience questions.

## 9. Feature Stories

News outlets and other content creators can use Live as an option for telling digital stories. For instance, CBS This Morning partnered with the National Park Service and *National Geographic Travel* to produce a weekly series celebrating 100 years of the National Park Service.

## 10. Podcasts

One of the most effective ways we've seen people leveraging the power of live videos is to combine it with podcasting.

By doing a simultaneous podcast taping and live video segment, you can reach a larger audience and add a visual element to the audio format. Think about how sports radio shows like *The Dan Patrick Show* tape a television show at the same time as they're broadcasting on radio.

Hub Spot has used this approach while taping new episodes our podcast The Growth Show.

## **11. Contests**

Another fun way to create Facebook Live content while encouraging fans to interact with your company is to create a contest or activity that people can participate via the commenting function on Facebook.

NPR recently asked its community to go up against its editors in a challenge of who could write the best headline.

## **Conclusion**

There are plenty of ways to add Facebook Live video into your content strategy—and plenty of compelling reasons to do so!

Simplify your Facebook marketing strategy with Hoot suite. From one dashboard you can schedule posts, engage your audience, monitor conversations relevant to your brand, manage Facebook Ads, and more. Try it free today.

## Chapter 8

# How can brands grow with Facebook Live?

What streaming video does best is allow brands to drop the corporate veil, connect human-to-human, and allow users to participate in brand storytelling in ways that enrich the customer experience.

So how are companies using streaming video today successfully? New ways to use streaming are popping up all the time.

### **How Successful Brands Get Results (and So Can You)**

#### **1. Have a plan, but don't "produce."**

Brands are afraid of being imperfect. Ask your followers questions, listen, and then have them talk to you. People want to see who you really are.

There is currency in that very real, human, two-way exchange. There will always be a market for produced, polished brand videos. People have questions, and they don't want to wait until your video teams have produced the heck out of something so much that it feels overdue and over-scripted.

#### **2. Be willing to take some risks and trust others.**

The investment in people and ideas is more important than the technology, so invest in and empower your best internal and external brand ambassadors and storytellers.

The top brand using live streaming today is Ultimate Fighting Championship (UFC). It features ten-minute Q&A sessions with ring girls before matches and uses streaming for

behind the scenes weigh-ins. The key to its huge success is that the CEO of UFC is willing to collaborate with others and try lots of new things. You don't have to do it alone—invite others to help expand the reach of your brand into their networks. That requires trusting people.

Brands like Verge and Mashable have succeeded in live streaming precisely because they let external bloggers drive their Periscopes each week. This is something every brand can do regardless of size.

### **3. Let your audience know you care.**

Tell your audience how much you value them in your streaming, and use these conversations to make your content better. Using live streaming to connect before you sell says to your audience, “We care about you.”

“That connection makes your audience believe you. Additionally, a big part of the beauty with live-streaming engagement is discovering what people want and using that to sharpen content marketing strategy. Brands that are listening can then design content around questions raised during the streams.

### **4. Demonstrate business value for your audiences and biggest fans.**

Use streaming to create conversations, give customer's important information, and highlight fans, partners, employees, and new technologies (and share the spotlight). Sharing behind-the-scenes glimpses is yet another way to thank your biggest fans and enable them to help share your brand story. When done well, these approaches have generated returns for brands in the areas of publicity, engagement, downloads, lead generation, and influencer marketing.

### **5. When you let go, have fun!**

A sense of humour matters, especially when things don't go according to plan. Plan video events that are pure fun, like Taco Bell did with its mock press conference

It's also important to recognize that brands need to allow for spontaneity when the plan isn't working and you need to ditch the script. Plan, adjust, let go, and have fun in the moment—that's the real, human and conversational aspect of video.

Nothing is perfect. Your brand isn't, and customers don't expect that. What they want is human.

## **Conclusion**

While ultimately returns—short-run and longer-term—matter, part of live streaming video's opportunity lies in allowing brands to try new things.

### **Brands that have difficulty letting go will struggle.**

Prepare, and then let go. There is no better, more human way to galvanize your champions, widen your reach, inform new content ideas, and find new ways to create valuable experiences that do not require a huge investment in technology or production.

Streaming video is a powerful tool in the marketing toolbox. Are you ready? Your audiences are.

## Chapter 9

# Monetizing Facebook Live: Getting started with Ad Breaks

Ad Breaks are a new way for you to earn money from your Facebook Live broadcasts. This feature allows you to take short breaks during your live video to run advertisements that are up to 15 seconds long.

This guide will explain how ad breaks work, how to set them up, how to activate an ad break, and how to receive payments.

### How It Works

To set up ad breaks, you'll need to have at least 2,000 followers. Once you're set up, you can take ad breaks during any live broadcast that has more than 300 people watching at the same time, after you've been live for at least 4 minutes. You can take additional ad breaks every 5 minutes after your first break.

When you are ready to take an ad break, you can let your viewers know that you will be right back. Your camera will turn off, and a 10 or 15-second advertisement will play. Viewers will see a counter in the corner of their screen that notifies them when you will be coming back. After the ad is over, your viewers will return to your live broadcast, and you may resume as usual.

### Getting Set Up With Ad Breaks

After you have gone live with a video that has met the requirements for ad breaks, Facebook will send you a notification to let you know that you're now eligible to set up ad breaks. It will appear in your Notifications tab and look like this:

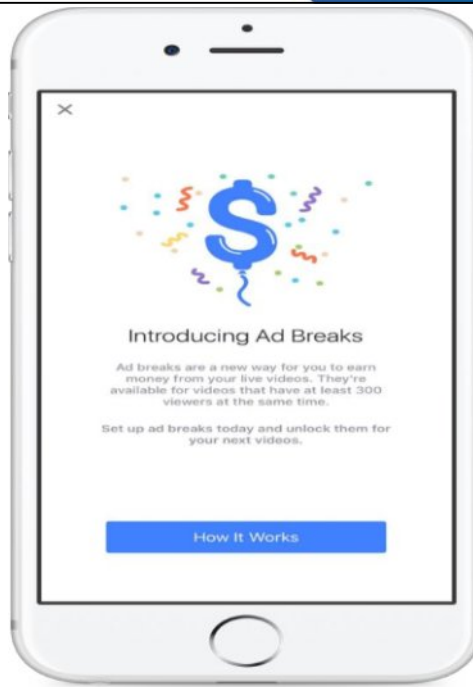


If you miss your first notification, you will receive a notification during your next Live broadcast. You'll also see the new dollar-sign icon (\$) that you'll tap to take ad breaks, which will appear white until you click it to get set up:



Tapping on either of these messages will take you to our Getting Started screen:





To get started, you will need to review and agree with the Terms.

## Setting up a Payment Account

If you already have a payment account on file, you'll get a notification screen that you are ready to take ad breaks after accepting the Terms & Conditions. If you do not have a payment account on file you will be taken through a step-by-step flow to get set up. The set up process requires that you begin on mobile, however there is a part of the process that will require you to download and send a file from your desktop.

Setting up a payment method lets Facebook pay you for your share of ad revenue you earn from ad breaks. To set up your payment account, please follow this process:

- Fill out your information for all of the fields after clicking on the Add Payment Account
- Choose either PayPal or a bank account (where you'd like to receive your earnings)
- After you have added a payment account, there is one final step you'll need to complete before you're ready to take ad breaks. Because the income you earn from ad breaks may be considered taxable, we will ask for some additional information for tax purposes.

Facebook will send a notification to your account with a link to verify your tax information. You will need to log into your account from a computer (not a mobile device) in order to complete this step.

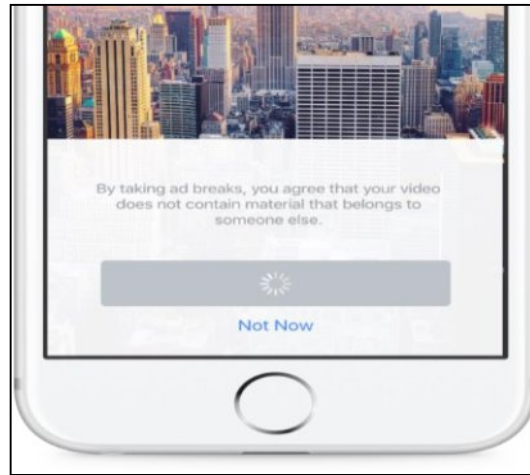
After completing the above steps, you are ready to get started with ad breaks!

## Going Live With Ad Breaks

### Taking an Ad Break During a Live Broadcast

After you've been Live for 4 minutes, the ad break dollar icon will turn on to let you know that you can take an ad break when you're ready.





**Note:** Since this is a new feature on Facebook, your viewers might not expect to see an ad in your broadcast. Take a few moments to let them know you will be breaking for a short ad, and that you will be back afterward.

Once you begin the ad break, your camera will then turn off, and a short ad will play. Ad breaks are 20 seconds long, and a timer will let you know when to resume your broadcast.

During this time, your viewers will be watching the ad and will not be able to see you. They will see a 10 or 15-second ad which contains a countdown timer to notify them when the ad break will be over. At the conclusion of the ad break, your viewers will see your broadcast resume.

### General Guidelines

- You can take your first ad break after you have been Live for 4 minutes. After taking your first ad break, you are able to take one again every 5 minutes.
- Live broadcasters who have received Copyright or Community Standards warnings or violation notices are not currently eligible to use the Ad Breaks feature. If you have been flagged for copyright reasons or for violating our community standards, you will receive a notification via email. Learn more about our Copyright policies [here](#). Learn more about our Community Standards policies [here](#).

- You can choose to go to ad break, or not to go to ad break, in any given broadcast. Your broadcast will proceed as it normally does if you don't take ad breaks, without interruption.
- (Note that skipping an ad break does not mean you can run two the next time it is available. You will only be able to run one ad break at a time.)
- Viewers will not be able to skip or close the ad in your ad break.
- You will be able to exclude specific advertisers from showing up in your ad break, but you will not be able to choose the specific ads that will show with your video.
- If you do not sign up after your Live broadcast is complete, you will get another prompt to set up ad breaks the next time that you go Live.
- Facebook encourages you to be creative and authentic in your Live broadcasts, and to have fun with the format. However, they do restrict certain types of content in Live video. These include copyright violations, as well as videos and posts which violate Facebook's [Terms](#).
- You will receive your first payment when you have earned more than \$100 from ad breaks. After that, you'll continue to receive payments each month your earnings reach \$100. At this point, you will receive your first payment.
- After that, Facebook will pay you each month for all earnings accrued during that period. This includes earnings from live videos during the pay period, as well as earnings accrued from ad impressions generated on views of your previous live broadcasts during the pay period.
- Facebook will pay you through Paypal, and payments will be sent to the account you used to sign up for Ad Breaks.
- Upon signing up for ad breaks, you will be required to enter in a payment account. After you agree to the Terms, you will be taken through the process of setting up your payment account before you can go Live and take ad breaks.
- To see what you are earning for the ad breaks you took, please follow these steps on desktop to make sure you have Monetization Insights turned on:

- Go to your Facebook page and click on Settings
- On the left hand side, click on Monetization Insights located at the bottom and toggle the “On” button in the Access column (note that the toggle is per page admin)
- Next, go back to your page and click on Insights, then Videos on the left hand side to see your revenue.

To see detailed earnings per video, follow these steps:

- Go to your Facebook page and click on Insights, then Videos
- You will see a “Top Videos” panel - in the Video column, click on the name of the video to bring up a “Video detail” box.
- Click on “Estimated Earnings” to see more detailed info about where the earnings came from.
- Please note that enabling Monetization Insights is only available on desktop at this time.

## Chapter 10

# Tools Guide to Creating engaging Facebook Live broadcasts

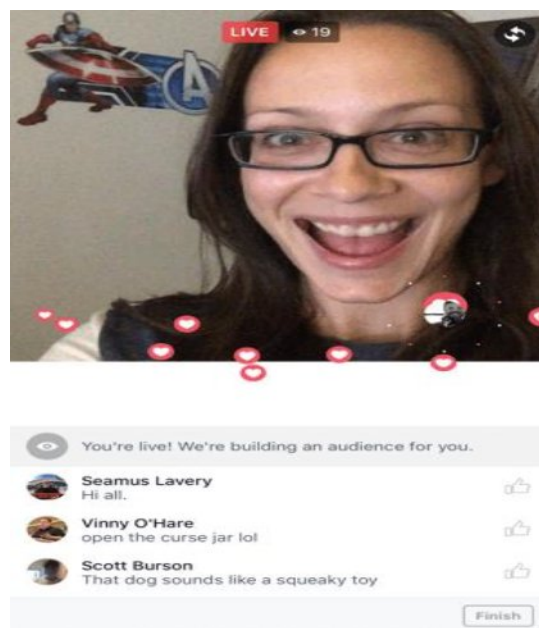
Regardless of budget, you can produce live videos that engage your audience and help you stand out from the competition.

In this article, you'll discover what you'll need to create your own Facebook Live broadcasts, ranging from free to professional options.

### #1: Start With Your Smartphone

**Budget:** Free!

Turn your smart phone camera on yourself, and instead of taking a selfie, start streaming Facebook Live video!



Simply hold your smartphone the same way you'd take a selfie.

The camera angle is only as far as your arm will reach, so your audience will primarily see your face when you go live. This creates an up-close and personal viewing experience for your audience.

On the positive side, people will feel more connected to you because there's no perceived barrier between you. That's the heart of what live streaming is all about: making a connection.

The downside is possibly a shaky camera, bad audio, and bad lighting. If you switch from the front to rear camera, the audience could momentarily miss some audio and action.

If you go to the Facebook Live Map and browse the live feeds, you'll often see people talking about nothing in particular, with unflattering close-up camera angles and scratchy audio. People often shift their phones from hand to hand when they tire of holding them, and brush the mic without realizing it.

There are appropriate times for a handheld broadcast, such as when you want to show silly or fun things or goof off and bring your audience along for the ride. But other times, you'll want to step up the quality a bit and try one of the other approaches discussed below.



Explore current live streams on the Facebook Live Map.

Here are some tips to get the best quality stream when holding your phone:



- Use the front camera so you can see the angle you're shooting from and read the comments.
- Shoot in landscape mode if you're on iOS. This won't make a difference during your broadcast. (Facebook Live is boxed, so you can't tell the difference between portrait or landscape.) However, if you save the video to your camera roll and repurpose content, you'll want your video in landscape orientation.
- Don't scrape your hand across your phone's microphone. You'll hurt people's ears if you do that. If you have to adjust your holding position, keep that in mind.

## #2: Invest in a Mobile Phone Setup

**Budget:** \$150-\$300

To give your live streams a more professional look with better audio and lighting and more stable video, you'll want to invest in gear that attaches to your phone. It can make a big difference in video quality without breaking the bank.



Kate Volman takes her mobile setup to conferences to interview guests for her live streaming show.

When deciding what gear you need, think about your viewers' experience when watching your live video. If the audio quality is poor, people won't keep watching and likely won't come back. Use an external microphone to improve the audio experience on your streams.

Also, a shaky camera can be a dizzying experience for viewers. To eliminate distractions, attach a grip to your phone for stabilization.

It's all about providing a better, more stable and professional experience for viewers. Let's get to the gear, shall we?

## **iPhone Setup**

When choosing a mount for an iPhone, consider the iOgrapher (\$60), shown below. Attach the 37mm wide angle lens (\$40) if you want to get more people or surroundings in the video.



The iOgrapher gives you stability and has room to attach a microphone and light.

You can improve lighting by using an external light source like the Godox LED Light (\$23).

If you want to add an external microphone to your setup, the RODE VideoMic Go (\$84) is a good option. You'll also need to get this cable (\$15) to connect the microphone to the phone.

For image stabilization, consider the Ravelli Pistol Grip Tripod (\$64), which you can attach to the iOgrapher for hands-free operation.

## **Android Phone Setup**

The Saramonic SmartMixer (\$149) fits any Android phone (or iPhone) and incorporates both audio and video stabilization in one piece of gear. The mics are stereo, and you can angle them however you want to capture multiple people talking.



The Saramonic SmartMixer gives you lots of control over your audio.

Attach the Saramonic SmartMixer to the Amazon Basics Pistol Grip Tripod for hands-free operation.

Note: You can't use the Godox LED Light with this setup.

### **What about setting up a green screen?**

If you record with a green screen, some of the apps will enable you to change the background as you broadcast (e.g. Live Air).



Green screen setup

### **#3: Broadcast from Your Desktop**

**Budget:** Free-\$600

Going live from pre-recorded video, graphics, titles (so people know who the hosts are), and more. Your computer allows you to bring in guests to interview, add

You can use the built-in camera on your computer or a USB camera, like the Logitech C920 (\$99).



Logitech's C920 Webcam is a good alternative to your computer's built-in camera

Facebook is starting to roll out the ability to go live from your computer, but it doesn't appear that you'll be able to share your desktop, which means you'll still need software.

There are two primary software options for broadcasting live on Facebook.

- **OBS**

OBS (Open Broadcaster Software) is open-source software, which means it's available for free



Leslie Samuel uses OBS for his show.

OBS is a great option, but it doesn't have all of the bells and whistles of paid software to make it intuitive or easy to use. You'll need to do a bit of setup and testing before you go live.

- **Wirecast**

Wirecast (\$495) has been around for years and has come a long way in the last few months as Facebook Live has exploded in popularity. The interface is a little more intuitive than OBS, but still requires some setup and experimentation.

The software lets you add a custom look to your show and bring in guests. Vicky Lyashenko uses it for the Mompreneur Show, giving it a unique look that stands out.



Vicky Lyashenko uses Wirecast for her show.

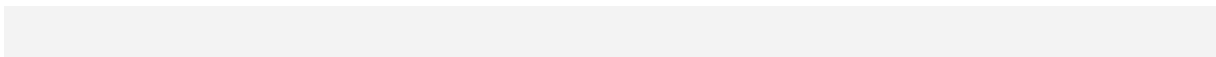
Your experience with both Wirecast and OBS will depend on your computer. If it's a few years old, you might find that you can add a single camera and asset (like an interview), but can't add another camera or have multiple things going on at the same time.

If you're interested in Wirecast, download the trial version and see what your computer can handle before you buy it.

#### **#4: Build a Dedicated Studio Setup**

**Budget:** \$3,000-\$30,000

If you want to produce professional TV-quality live streams, you'll need to invest in high-end equipment that offers more stability and options.







Set up a dedicated machine to broadcast TV-quality live streams.

You need a dedicated machine that's specifically designed to handle high-quality live streaming, with proprietary software loaded onto it. Typically you won't use this machine for anything else; it will be dedicated to running your live streams.

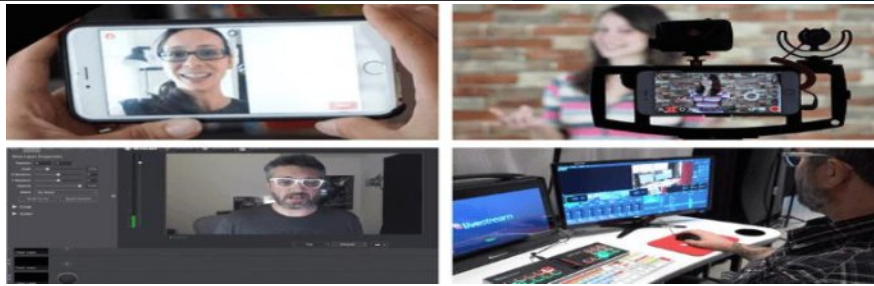
This broadcast solution works well if you have a regular show (weekly or daily), are live streaming at an event, or want a TV-quality live stream. You'll need to have someone act as the producer if you're in front of the camera.

You can choose a variety of options based on your needs. Two companies you'll want to look at are Live stream and NewTek.

### **Do a Facebook Live Broadcast Solo?**

After exploring all of these options, you may be asking, "Can I do all of this on my own?"

Yes, you can broadcast quality live video yourself. If you're using your mobile phone, invest in a tripod so you can set your camera and forget it. Focus on the content of the stream, not the gear.



The right setup will make it easier to broadcast live on your own.

If you're broadcasting from your computer, you'll have to multitask. You'll need to switch between your camera and computer, or any videos you want to play on your computer. At the same time, you'll be talking on camera. It takes some practice!

For a studio setup, it helps to have a second person run the gear. You can do it alone, but it requires multitasking. If you have a producer run the show, you can just concentrate on providing value to your viewers.

## **Conclusion**

These four broadcast methods offer a solution to fit any budget and get you up and running on Facebook Live in no time.

Facebook live doesn't have enough functionality currently available so you need to use an external platform to get better production. This article covers a range of options. What other options have you considered?



## Chapter 11

# How to Repurpose Facebook Live Videos for marketing?

Want some creative ways to reuse the videos in your marketing? Then read on...

### 1. Upload to other video sites

Once you've got your .mp4 file from Facebook, upload it to other video sites, like YouTube or Video. When you add your video to your YouTube channel, add in all your keyword-rich details to the description and tags.

You can also use the YouTube video editor to polish up your video; add captions, overlays, music tracks, trim, clip, and rearrange your video until you're happy.

### 2. Create a Facebook Live Video advert

At the moment (it's August 2016), Facebook is pushing video ad content really hard. You can expect a wider reach than traditional Facebook Ad types – which means a lower CPM, and more engagement.

### 3. Embed on your website (use Facebook Embed iFrame option)

By default, **Facebook lets you embed videos on third party sites** (like your own).

Select the “*embed*” option from the video options menu, and add the code to your site – to a blog post, for example.

Viewers of the video on your website get added to a Facebook Custom Audience so you can fire ads at them on Facebook.

### 4. Embed in your newsletter (use Facebook embed option)

This is the same as option 3 – but with the added bonus of making your email content much, **MUCH**, more interesting.

## **5. Repurpose stills into blog**

If your live video is more than just a talking head, then consider taking screenshots throughout the video and using them to illustrate a blog post.

Bonus points if you then embed the full video too, and collect all that lovely viewer data.

## **6. Repurpose stills into Slide share**

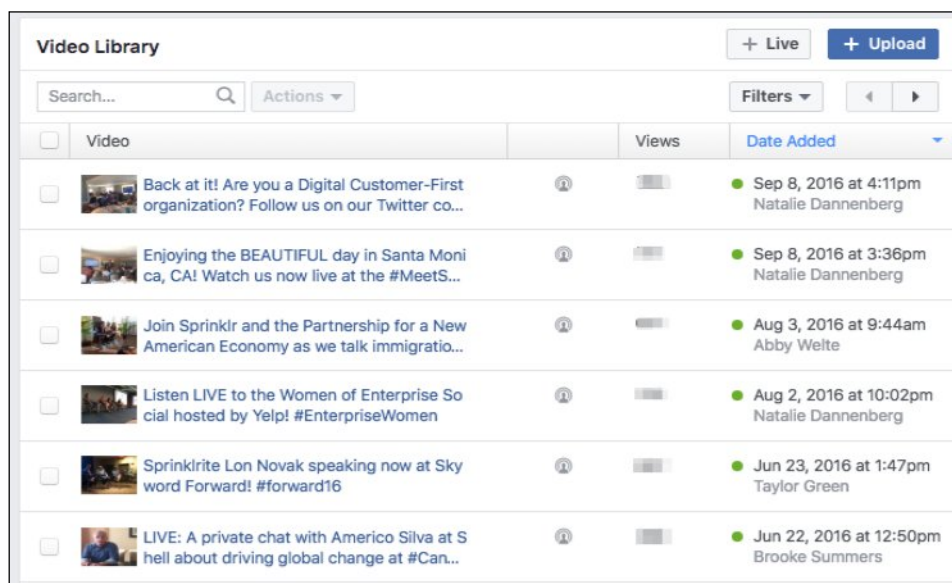
So, give yourself a bit of a break – take the stills you created, and use them to create a new deck in Slide share

## Chapter 12

# Top 5 Facebook Live Metrics that marketers need to know

Facebook offers a wide array of metrics to measure the success of your live and on-demand videos – let's focus on five that are especially useful, plus how they can help you optimize your livestreaming strategy.

Brands can access reporting for each live video through the Page Insights section and the Video Library of their Facebook Page. Once you click on the title of a video, a pop-up box will appear with all the metrics pertaining to that video.



Video Library		+ Live	+ Upload
Search...		Actions	Filters
<input type="checkbox"/>	Video	Views	Date Added
<input type="checkbox"/>	Back at it! Are you a Digital Customer-First organization? Follow us on our Twitter co...	1	Sep 8, 2016 at 4:11pm Natalie Dannenberg
<input type="checkbox"/>	Enjoying the BEAUTIFUL day in Santa Monica, CA! Watch us now live at the #MeetS...	1	Sep 8, 2016 at 3:36pm Natalie Dannenberg
<input type="checkbox"/>	Join Sprinklr and the Partnership for a New American Economy as we talk immigratio...	1	Aug 3, 2016 at 9:44am Abby Welte
<input type="checkbox"/>	Listen LIVE to the Women of Enterprise Social hosted by Yelp! #EnterpriseWomen	1	Aug 2, 2016 at 10:02pm Natalie Dannenberg
<input type="checkbox"/>	Sprinklr Lon Novak speaking now at Skyword Forward! #forward16	1	Jun 23, 2016 at 1:47pm Taylor Green
<input type="checkbox"/>	LIVE: A private chat with Americo Silva at Skyword Forward! #forward16	1	Jun 22, 2016 at 12:50pm Brooke Summers

### 1. Peak Live Viewers

This is the highest number of viewers who watched the video while it was live. Facebook also provides a graph that shows the total number of viewers during each moment of the live broadcast.

Looking at Peak Live Viewers can reveal a couple insights: First, it can help you understand what part of your content was most compelling for viewers and how long you held their attention before they got restless. If you notice that your viewer count tends to peak around the same time during all of your broadcasts, you can also assume that this is when your live content is most visible in your audience's feeds.

## **2. Video Views**

Video Views is the total number of people who watched three seconds or more of your video. In addition to an aggregate total of Video Views since the broadcast took place, Facebook provides a graph that shows Video Views on a daily basis (it shows data for every third day – July 5th, July 8th, July 11th, and so on).

While the aggregate metric includes views that happened during the live stream and views that took place once it was converted to an on-demand video, it's not possible to separate live views from views of the on-demand video.

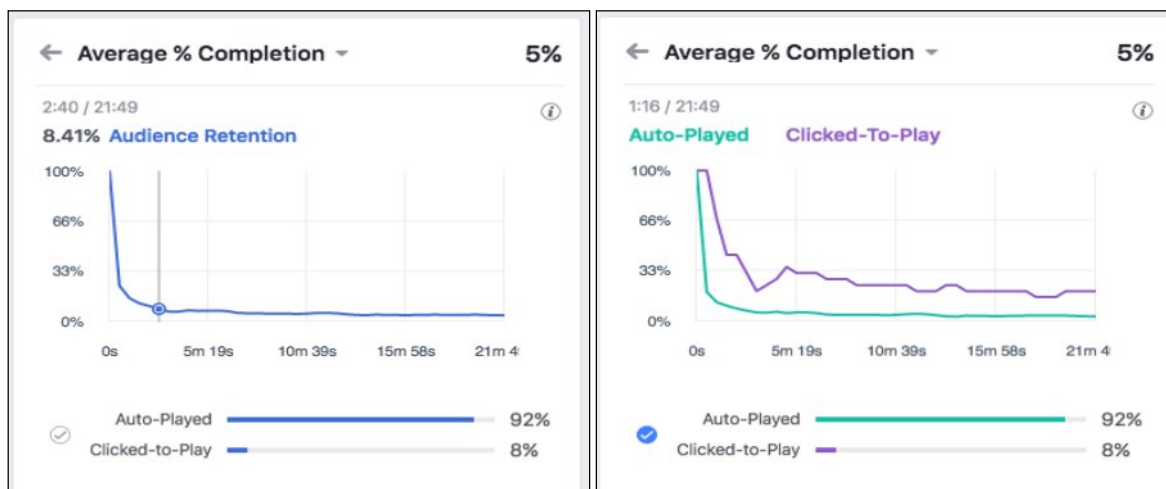
Therefore, this metric is most useful to see how many people have watched your video since it was published and how the daily volume of viewers has shifted over time.

## **3. Average % Completion**

This metric shows what percentage of your video is viewed during an average watch session. If you click on this metric, you can drill down to see Audience Retention: A visual representation of views of the video at each moment (as a percentage of all views). When considered alongside Peak Live Viewers, the Average % Completion graph is helpful for understanding how engaged your audience is with your content throughout your broadcast.

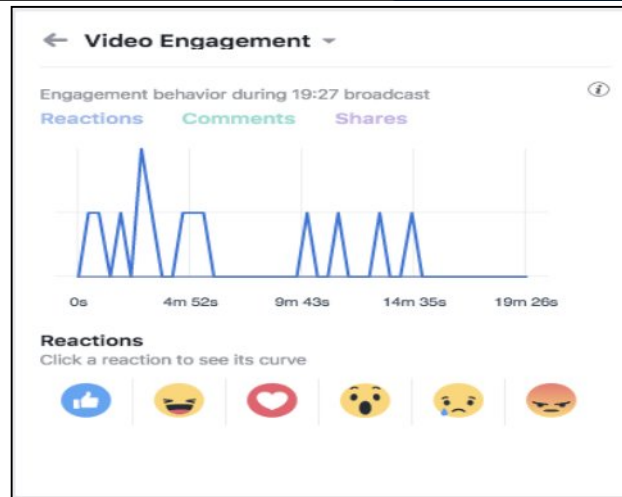


But here's where things get really interesting: Just below the graph there's an option to view completion rates for auto plays versus people who actually clicked to play. As expected, while the total number of auto plays is usually higher than the number of people who actually clicked on the video to play it, the completion rate for click-to-plays tends to be much higher.



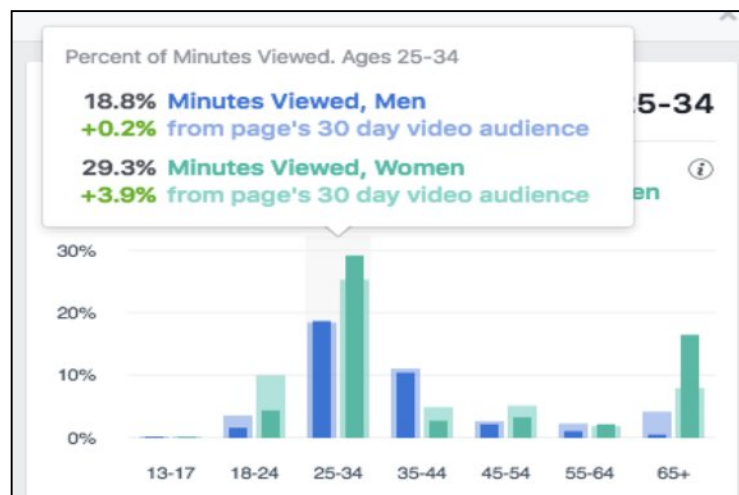
## 4. Video Engagement by Reaction Type

Under the Video Engagement tab, you can see the magnitude of Reactions from each point in your video, including a view for the six possible Reactions lumped together or a filtered view for each Reaction type. This can be a helpful way to gauge whether or not your content is having the desired effect on your audience — does it make them laugh, feel frustrated, or feel awe?



## 5. Top Audience and Top Location

Last but not least, Facebook offers useful information about your live video's audience demographics, including Top Audience and Top Location. Top Audience tells you the gender and age range of the majority of your live video viewers, and Top Location reveals where viewers were watching from.



## Conclusion

Tracking the performance of your Facebook Live video through metrics – and developing a data-driven strategy for future videos – is one of the most important things you can do to attract followers for your brand, boost engagement, and get your customers to take action.

## Chapter 13

# Business Case Studies

Live streaming via Facebook Live was opened to all verified brands at the end of 2015. Since then, many brands have got involved, not just broadcasters (such as the BBC, who trialled the tool as early as October of last year).

With lots to look forward to, let's look at the baby steps brands have taken so far.

### 1. Airbnb and Disney

Airbnb's big campaign, Live There, has seen it partner with Disney on The Jungle Book.

As part of this partnership The Jungle Book's Facebook page live streamed interviews from the red carpet at the premiere, where Airbnb had built a tree house for the occasion.

With platforms such as Facebook Live, YouTube and Periscope making it easier to find an audience for live video, exclusive events like this (featuring celebrities) are an obvious draw.

### 2. Chevrolet

Chevy's new electric car was teased at CES back in January 2016.

Product launches are a great use case for live streaming, where super fans can get the scoop before anyone else.

### 3. BuzzFeed

Buzz Feed has captured the most notoriety with Facebook Live so far, stretching rubber bands over a watermelon until it eventually burst.



As you'd expect from the master of click bait, this idea was weirdly engaging, playing perfectly to the unpredictable nature of live video.

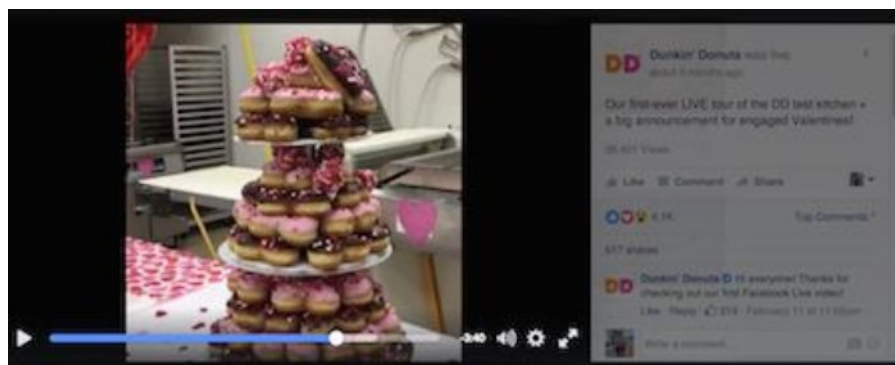
As Buzz Feed's own reporting explains, many people tuned in for 40 minutes without quite realising it.

#### 4. Dunkin' Donuts

A tour of the Dunkin' Donuts test kitchen culminating in the construction of a donut wedding cake was streamed live via Facebook.

Understandably, continuing live streaming in BAU requires an already solid commitment to video and enough interesting content to keep people hooked.

This is a fairly difficult proposition for a donut brand, compared to a broadcaster like WWE or Sky. Having said that, 36,000 views is not too shabby.



#### 5. Benefit

For Benefit, Facebook Live is just another platform where it can showcase its quirky, feel-good personality. The LVMH-owned cosmetics brand has been running a weekly live stream every Thursday called "Tipsy Tricks with Benefit!" where a guest and a host choose a beauty topic and dish out advice while sipping wine and fielding viewer questions live. The first two streams had 42,000 and 59,000 live viewers respectively, with an average of 2,000 people watching them at any given time.

#### 6. The Metropolitan Museum of Art

Perhaps surprising for a gigantic non-profit institution, the Met has been the cutting edge of digital 15 years now. To be sure, the trove of historical artifacts and sculptures in its collection make for compelling visuals. The museum has taken its fans for a walk through The Met as it prepares for its first visitors of the day, hosted a Facebook Live Q&A with Andrew Bolton, curator-in-charge of The Costume Institute and Vogue editor-in-chief Anna Wintour.

It gave viewers a pre-tour of its new exhibition around the ancient Hellenistic city of Pergamon. The latter had more than 50,000 people watch parts of the 20-minute tour, over 1,000 likes and 850 comments.

**Conclusion:**

It's clear that Facebook Live will afford great visibility for early-adopting brands. The challenge, like everything on social, is how to make it more than just a plea for love from followers.

# Conclusion

## **The Beginning of Something Special**

Facebook Live may seem intimidating at first, but with careful planning, your brand can quickly master the art of live video. Start simple and run through the items in this article each time you get ready to broadcast. As you get the hang of it, you can experiment with different topics, formats, and distribution strategies.

With Facebook's built-in audience of over 1.7 billion users, brands have the potential to master new marketing techniques and broaden the reach of their content. By giving customers a one-of-a-kind experience, they have an opportunity to spark new relationships in real time and engage viewers even after they're done recording.

In just the past couple of years, online video has gone from a fringe strategy to a cornerstone of digital marketing, and its impact is only expected to grow. By 2017, video will account for 69 percent of all consumer Internet traffic, according to predictions from Cisco.

Facebook's own investment in live streaming indicates that the social network sees this technology as the way forward.



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